

# DESIGNING FOR CHANGE: Circular Economy-focused business cases

In a Circular Economy, products are viewed much more wholly and holistically than in traditional models. The entire production chain, from development to consumption and discarding, is carefully crafted to lower the product's footprint on the environment. This includes packaging and recycling, but it's so much more than that; it's a mindset.



## What are the business models and action fronts of a circular economy?



### Packaging Design

A significant contributor to waste in our environment isn't FMGCs like bottled water and chocolate; it's the packaging they come in. Companies within the Circular Economy use sustainable design to make packaging from recycled materials, either composable or non-existent.



### Dematerialization

You might think that using a CSP (Cloud Service Provider) isn't necessarily green, but the numbers beg to differ. Collaborative research by Berkeley Lab and Northwestern University (funded by Google) revealed that cloud computing could cut energy consumption (for those who adopt it) by a staggering 87%.



### Product-Service Systems

A product-service system means equipping a physical product with digital resources, thus avoiding feeding into the consumption and disposal cycle. A successful case in this regard is Adobe, but in this case everything has gone fully digital: from the subscription model to updates in their software, now hosted on the cloud.



### Waste Management

For years, companies and governments alike have touted that the responsibility for recycling should be put on the consumer, but companies like Coca-Cola are beginning to understand the need for manufacturers to take on that responsibility.



### Product Life Extension

Many companies are beginning to understand the benefit that product life extension can offer their customers and, consequently, their customer relations.

## Designing for Change: two stories about Circularity in Business



### Patagonia's Common Threads Garment Recycling Program

The brand has continuously donated a cut of its profits to worthy environmental causes, switched its materials to organic cotton, invested in LEED Certified buildings and FSC Certification, and partnered with the "1% for the Planet" Organization. But perhaps their most exciting sustainability practice is their Common Threads Garment Recycling Program.



### Pro Natura's Smart Amazon Project

Pro Natura designed the Smart Amazon program to offer sustainable and innovative solutions for Amazon's most pressing sustainability issues, with the vision to create a proof of concept to be scaled up in other contexts and regions.

Within the program, the Pro Natura Smart project was created. Its goal is to use advanced technologies and modern product chain methodologies to positively impact the communities and ecosystem surrounding acai production and replicate these results in different sectors and environments.

Suppose you're interested in learning more about sustainability practices and the Circular Economy. Why not check out our Ebook?

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